

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2018/2019

**BRM2034 – RESEARCH METHODOLOGY**

(All sections/groups)

29<sup>th</sup> MAY 2019

9.00 A.M. – 11.00 A.M.

(2 Hours)

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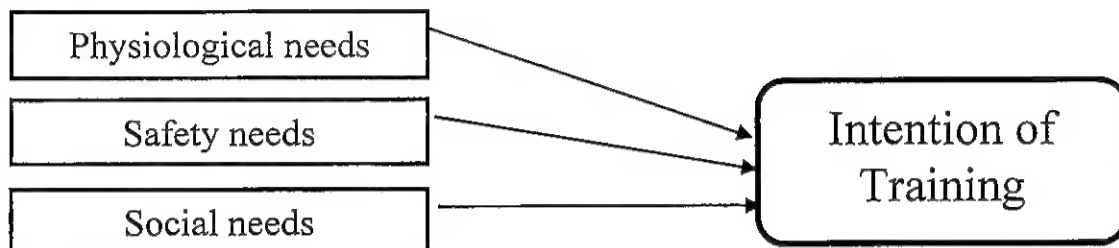
### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages excluding the cover page.
2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.
4. Each question carries 25 marks. Total marks for this exam are 100 marks.

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### QUESTION 1

- a) Develop **THREE** (3) null and **THREE** (3) alternative hypothesis statements based on the theoretical framework below. (15 marks)



- b) Discuss the important steps in a research process. (10 marks)

**(TOTAL 25 MARKS)**

### QUESTION 2

- a) Define the concepts of cross-sectional studies and longitudinal designs. Compare and contrast the cross-sectional and longitudinal designs. (15 marks)

- b) Discuss why sampling design should feature in a research proposal. (10 marks)

**(TOTAL 25 MARKS)**

### QUESTION 3

This study seeks to examine the determinants of job satisfaction among hospital nurses in Malaysia. The study proposes a framework that organizational related factors (i.e. perceived organizational support, organizational constraints and organizational commitment) influence job satisfaction. In addition, employee engagement is proposed to intervene between these variables.

**Continued...**

- a) Based on the information in the previous page, develop **THREE (3)** possible research questions and **THREE (3)** possible research objectives based on the research framework. (15 marks)
- b) Based on the study, suggest the type of survey, data analysis and sampling which could be used. (10 marks)

**(TOTAL 25 MARKS)**

**QUESTION 4**

- a) Explain the steps in qualitative data. (15 marks)
- b) Identify **FOUR (4)** purposes of conducting a pilot test. (10 marks)

**(TOTAL 25 MARKS)**